



Data and Privacy File Guides

Apple Media Services: Profile and Sporting Events

July 2020

File name Profile and Sporting Events.csv

File description This file contains information about the user's interaction with the TV App, the user's preferred content, and the user's favorite sports teams.

Why Apple keeps this information Apple retains this information in order to provide users with a personalized experience and to facilitate syncing this information across the user's devices.

Field Name	Details
Content Actors	Actors in the user-viewed content
Content Brand	The brand by which the user-viewed content was produced
Content Country	Country of the user-viewed content
Content Directors	Directors for the user-viewed content
Content Genres	Genre of the user-viewed content
Content Language	Primary language of the user-viewed content
Content League	Sports league associated with the user-viewed content
Content Name	Title of the user-viewed content
Content Release year decade	Decade in which the user-viewed content was created
Content Sport	Sports associated with the user-viewed content
Content Timestamp	Date and time on which the user interacted with the content
Content Types	The type of the user-viewed content
Content Writers	Writers for the user-viewed content
Entity Last Modified	The content with which the user last interacted
Entity Last Modified Timestamp	Date and time on which the user's last-viewed content was most recently updated
Favorite Teams	The user's designated favorite sports teams
Preference Actors	Actors appearing most often in the user-viewed content
Preference Brands	Content providers from which the user views the most content

Field Name	Details
Preference Content types	The type content most often viewed by the user (e.g., Movie, Episode, etc.)
Preference Countries	Countries from which the user views the most content
Preference Directors	Directors by whom the user views the most content
Preference Genres	Genres viewed most often by the user
Preference Languages	Languages of content viewed most often by the user
Preference Release year decades	Decades from which the user most often viewed content
Preference Sports	Sports viewed most often by the user
Preference Tags	Interest category tags most often associated with the user-viewed content
Preference Teams	Sports teams appearing most often in the user-viewed content
Preference Time window	Whether the user most often views content in the morning, afternoon, or evening
Preferences	A preference is a genre, type of content, actor, director, writer, brand, or release year that the user has watched
Preferences and Recent Activity Last visited timestamp	Time and date when the user last interacted with the specific application
Preferences and Recent Activity User ID	Apple Media identifier for the user
Preferences Leagues	Sports leagues appearing most often in the user-viewed content
Preferences Writers	Writers by whom the user views the most content
Recent Activity	Description of content the user had an interaction with
Recent Activity Browsed content	Description of content browsed by the user
Recent Activity Collection pool viewed collections	Curated collections that were already shown to the user
Recent Activity Live tuned in content	Description of content live tuned in by the user
Recent Activity Played content	Description of content watched by the user
Recent Activity Purchased Content	Description of content purchased by the user
Recent Activity Rented Content	Description of content rented by the user
Recent Activity Searched Content	Description of content searched by the user
Stop Type	The stop reason of the content event

Field Name	Details
Store Front Country	The storefront country that was presented to the user that the content event was initiated from
Subscription Currency Code	The currency of the subscription
Subscription Price	The retail price paid by the subscribed user excluding tax
Subscription Identifier	The subscription sku used to enable content
Tab	The tab ID where content was selected
Provider Brand Name	The name of the search brand that the content was played
URL	The punchout URL that is used to retrieve the content
Video Color Range	The video color range of the video content
Media Player Height Pixel	The video viewport screen height in pixels. This is not the device screen height
Media Player Width Pixel	The video viewport screen width in pixels. This is not the device screen width